Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1. (Currently amended): An [[A]] electronic retail product purchase checkout-counter ~~product purchase~~ and transaction divider comprising:

~~an exterior housing acting as a physical retail product purchase divider containing~~ electronic data input components and visual display components coupled to generate, send and receive retail transaction data through a wireless method to or from a point of purchase system.

a) An elongated hollow body having sidewalls, having access openings, the interior being adapted to receive customer and store interactive electronic components.

b) The checkout counter divider will be located at the point of purchase counter and replace non-electronic counter checkout dividers with new and improved customer interactive electronic checkout counter dividers.

c) The checkout counter divider contains customer and store interactive electronics and software to perform advertising, marketing and retail functions. The electronics, software and components will be comprised from standard off the shelf components. The software will contain unique programming as to the checkout dividers installed components.

d) The checkout counter divider can very in size and shape to accommodate the checkout counter size requirements and various types of electronic components inserted.

Claim 2. (Currently Amended): An [[A]] electronic retail product purchase checkout-counter ~~product purchase~~ and transaction divider according to claim 1; wherein the checkout counter divider electronics contains a two-way wireless communication system for wireless communication of customer input and returned file data information generated from an in store checkout counter divider management computer. ~~a data entry component~~ in exchanging input data with a retail point of purchase system containing product and price data and forwarding completed transaction data to a point of purchase register. [[; and]]

~~a) a display showing input data, processed data and means of selection of data input.~~

a) The checkout counter divider will have a unique individual identification software and electronic assembly unit number for remote identification, tracking donations, sales transactions, store register computer interaction and advertising management. Each checkout divider will have an individual Identification number for remote identification or programming.

b) The checkout counter divider management computer will be located in the store and will be connected to a wireless transmitter and receiver system and also be connected to the internet or wireless cell phone network, checkout counter divider management computer and interact with the in store register computer, product and customer data files to perform processing of a transaction.

c) The checkout counter dividers will be capable of various options of charity donations, display remotely generated advertising, perform sales transactions, bar code scan discount coupons or customer store cards and transmit or generate product coupons.

d) The checkout counter dividers can be managed, read, programmed and controlled remotely by way of the Internet, wireless phone service and they are controlled by the checkout counter divider management computer.

e) The checkout counter divider will have a unique individual identification software and electronic assembly unit identification number for remote identification, tracking donations, sales transactions, store register computer interaction, individual programming and advertising management. The host checkout dividers computer will communicate with the store point of purchase register computer and files to send and receive any customer transaction files, process charity donations, generate advertising and receive, transmit or generate product coupons.

f) Advertising can be sent in real time to the checkout dividers and displayed on the visual component by way of the Internet or a wireless phone network and interact with the in store checkout divider computer.

g) Unique identification number included in the divider software and physically on the checkout divider electronic insert will identify the dividers. This will allow remote sorting of the individual checkout dividers for targeted advertising programming and transaction data management.

h) The checkout counter divider management computer will be located in the store and be connected to a wireless transmitter and receiver system and also be connected to the internet or wireless cell phone network, checkout counter divider management computer and interact with the in store register computer, product and customer data files to perform processing of the transaction.

Claim 3. **(Currently Amended):** An [[A]] electronic retail product purchase checkout-counter ~~product purchase~~ and transaction divider according to claim 1; Wherein wireless data exchange is executed upon data entry containing an attached device identification code to a point of purchase register, internet, management computer that [[and]] accepts data to receive when identifying the device identification of an individual checkout divider.

~~a) an electronic identification number sent with data exchange to and from external communication devices attached to and defining transaction data.~~

a) Wherein the checkout counter dividers will be capable of various options of charity donations, display remotely generated advertising, perform sales transactions, bar code scan discount coupons or customer store cards and transmit or generate product coupons.

b) The checkout counter dividers can be managed, read, programmed and controlled remotely by way of the Internet, wireless phone service and controlled by the checkout counter divider management computer.

Claim 4. **(New):** An [[A]] electronic retail product purchase checkout-counter ~~product purchase~~ and transaction divider according to claim 1; Wherein the checkout counter divider will include a variation of video LCD display that is touch interactive by the store customer and contain individual checkout counter divider software. The display will be capable of producing a unique bar code that is scan able by existing store bar code scanner systems with the checkout counter divider interacting

with the store point of purchase and register file system computer. The LCD will display interactive advertising and customer interactive transaction functions.

a) Variations can be produced with touch keys and other types of data entry components. Variations can be produced to enable certain data entry functions and data criteria as the stores may require.

Claim 5. **(New):** An [[A]] electronic retail product purchase checkout-counter ~~product purchase~~ and transaction divider according to claim 1; Wherein the electronic components and software will consist of off the shelf components and assembled to interact with the customer using wireless communication systems, checkout-counter divider computer in store management system, store checkout data point of purchase register network computer system and connect with the internet or wireless phone communication network.

a) The checkout counter divider can contain verifications of customer and store interactive electronics and software to perform advertising, sales, marketing and retail functions.

b) The checkout counter divider may very containing minimal and maximum components, varied data entry components, varied visual display components, transaction notification alert, bar code scanner, store or merchant card swipe component and components as the store may require.

c) The checkout counter divider may interact with a store check out counter register or counter remote display.

Claim 6. **(New):** An [[A]] electronic retail product purchase checkout-counter ~~product purchase~~ and transaction divider according to claim 1; Wherein the checkout divider will transmit wirelessly using existing wireless communication technology systems to and from a store host computer solely devoted to the checkout dividers management and tracking.

i) The host checkout dividers computer will communicate with the store point of purchase register computer and files to send and receive any customer transaction files, process charity donations, generate advertising and receive, transmit or generate product coupons.

j) Advertising can be sent in real time to the checkout dividers and displayed on the visual component by way of the Internet or a wireless phone network and interact with the in store checkout divider computer.

k) Unique identification number included in the divider software and physically on the checkout divider electronic insert will identify the dividers. This will allow remote sorting of the individual checkout dividers for targeted advertising programming and transaction data management.